UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/709,211	11/09/2000	Gregg Williams	20508-000100	2557

51111 7590 04/07/2006		EXAMINER
AKA CHAN LLP		TARAE, CATHERINE MICHELLE
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	ART UNIT	PAPER NUMBER
SUITE 710	3623	
SANTA CLARA, CA 95050		

DATE MAILED: 04/07/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *19 January 2006*.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-48* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-48* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☐ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   The following is a Final Office Action in response to the communication received

on January 19, 2006. Claims 1, 2, 5, 10, 15, 20, 21 and 26 have been amended.

Claims 27-48 have been newly added. Claims 1-48 are now pending in this application.

Response to Amendment

2.   Applicant's amendments to claims 1, 10, 15, 20, 21 and 26 are acknowledged.

The addition of claims 27-48 is acknowledged.

Response to Arguments

3.   Applicant's argument have been fully considered, but are found unpersuasive. In

the Remarks, Applicant argues that 1) Melchione fails to teach a plurality of facts tables

that include a source category table, a source table, a campaign table or a panels table;

2) that Melchione does not disclose a report based upon denormalized information that

references a key table and not any facts tables; 3) that Melchione does not teach that a

report is provided to a user via a browser application; and 4) that Melchione does not

teach appending a facts database with additional direct marketing subscription

information in a transition table format.

        In response to argument 1), Examiner respectfully disagrees. Melchione

discloses customer asset/liability tables as well as bankcard tables as describing

customer account relationships in col. 18, lines 31-35, as well as customer, household

and account tables in col. 24, lines 56-59. Additional tables, such as campaign and

lead tables, are generated using SQL queries that join data from existing database tables (like the asset/liability, bankcard, customer and household tables) that contain customer demographic and financial data (col. 18, lines 36-65; col. 24, lines 51-59). Thus, Examiner respectfully submits that Melchione does disclose a plurality of facts tables that include a source category table, a source table, a campaign table or a panels table.

In response to argument 2), Examiner respectfully disagrees. In col. 17, lines 43-54 and 62-67; col. 18, lines 10-12 and 49-65, Melchione discloses query reports being generated from key tables, where the key tables are generated from user queries. Thus, Examiner respectfully submits that Melchione does disclose a report based upon denormalized information that references a key table and not any facts tables.

In response to argument 3), Examiner respectfully disagrees. Figures 5B-5H illustrate a browser application interface that allows users to build queries and generate and view reports through. Thus, Examiner respectfully submits that Melchione does disclose that a report is provided to a user via a browser application.

In response to argument 4), Examiner respectfully disagrees. Melchione teaches appending a facts database with additional direct marketing subscription information in a transition table format in several areas throughout the Specification. In col. 35, line 63-col. 36, line 1 and col. 36, lines 17-18, Melchione discloses appending information to existing customer data relating to developing sales plans. Additionally, in col. 38, lines 1-2, 17-18 and 56-59, Melchione discloses adding new customer leads to the into the lead management system. Since Melchione teaches maintaining customer and account

information in several tables (col. 18, lines 31-35 and 61-62), a table relating to

customer and/or account information would have to be appended if information such as

sales plan data and a new customer lead, as discussed above, is added by a user of

the system. Thus, Examiner respectfully submits that Melchione does disclose

appending a facts database with additional direct marketing subscription information in

a transition table format.

Therefore, Applicant's arguments have been fully considered, but are considered

not persuasive. The art rejection is maintained and repeated below.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that

form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

5. Claims 1-48 are rejected under 35 U.S.C. 102(b) as being anticipated by

Melchione et al. (U.S. 5,930,764).

As per claim 10, Melchione et al. discloses a method for analyzing direct

marketing subscription information, comprising:

receiving a plurality of direct marketing subscription information (col. 15, line 57-

col. 16, line 2; col. 16, lines 53-55; The central database receives information from a

variety of feeds in order to manage direct marketing (i.e., campaign) subscription

information.);

archiving said plurality of direct marketing subscription information into a

repository (col. 16, lines 16-29; The data that is received is stored in a repository in the

central database.);

retrieving from said repository a plurality of selected direct marketing subscription

information (col. 11, lines 1-26; col. 17, lines 20-34 and 43-44; col. 26, lines 55-59; A

user may request data from the repository using queries. Users connect to the system

from geographically remote workstations via a network.);

transforming said plurality of selected direct marketing subscription information

into transition table format information (col. 16, lines 30-44; col. 18, lines 19-23; The

data is transformed and stored in the central database in a uniform format so that is can

easily be merged, or propagated throughout the database. Additionally, keys may be

saved as an intermediate set, or into transition table format, so that data that is

accessed often can be accessed efficiently.);

populating a facts database with said transition table format information to

produce at least one of a plurality of facts tables with a summarization of said transition

table format information (col. 18, lines 36-48 and 61-65; The system uses a "join"

command to produce a table comprised of data from other tables, thus the "join"

command populates a table with a summarization of data from other tables based on

the user's query (i.e., desired information).);

denormalizing said summarization of said transition table format information to

produce a plurality of denormalized information, said denormalizing comprising

populating selected information from at least one of a plurality of facts tables, stored in a

facts table database, to a key table, stored in a grouping tables database, wherein said

denormalizing further comprises propagating said selected information from one table to

another (col. 10, lines 34-38; col. 18, lines 36-48 and 61-65; col. 19, lines 4-16; Key

tables are used for queries that are run often. The keys are retrieved from several other

tables of data within the database to create a summarization table, which includes data

that has been propagated throughout other tables within the database.); and

     providing a report based upon said denormalized information, wherein said report

references said key table and not said at least one of the plurality of facts tables (col.

17, lines 43-54; col. 18, lines 10-12 and 49-65; col. 26, lines 62-65; col. 27, lines 38-41;

Users can generate reports on the data stored in the central database, where the

reports may be generated from key tables created from user queries.), said at least one

of the plurality of facts tables includes at least one selected from the group including a

source category table, a source table, a campaign table, and a panels table (col. 7, lines

45-50; col. 8, lines 51-58; The database has myriad tables that include customer

demographic and financial data as well as product information, all of which are used to

generate lead tables and campaign tables. Melchione discloses customer asset/liability

tables as well as bankcard tables as describing customer account relationships in col.

18, lines 31-35. Campaign tables are generated from SQL queries that join data from

existing database tables that contain customer demographic and financial data.).

     As per claim 11, Melchione et al. discloses the method of claim 10, further

comprising:

receiving input of at least one criteria for at least one of a plurality of reports and

providing said report based upon said denormalized information according to said at

least one criteria (col. 27, lines 38-41; col. 28, lines 42-51; Reports are generated based

on the query submitted by the user, where the query includes criteria specified by the

user indicating certain desired data.).

As per claim 12, Melchione et al. discloses the method of claim 10, further

comprising:

receiving input of at least one criteria for at least one of a plurality of tables and

configuring said at least one of said plurality of tables based upon said at least one

criteria (col. 18, lines 61-65; col. 19, lines 24-37; New or intermediate tables are created

based on user queries that include criteria specifying the type of data the user wants.).

As per claim 13, Melchione et al. discloses the method of claim 10, further

comprising:

receiving input of at least one of a username and a password, verifying whether

said input of said at least one of a username and a password corresponds to a user

authorized to access reporting procedures and providing access to reporting procedures

to said user if said user is determined to be authorized (col. 16, line 65-col. 17, line 17;

col. 27, lines 49-61; col. 34, lines 8-19; When the system receives security input from a

user, the system checks the data against a security database and grants the user

access to data that the user is authorized for.).

As per claim 14, Melchione et al. discloses the method of claim 13, further

comprising:

verifying whether said input of said at least one of a username and a password

corresponds to a user authorized to access administrative procedures and providing

access to administrative procedures to said user if said user is determined to be

authorized (col. 16, line 65-col. 17, line 17; col. 27, lines 49-61; col. 34, lines 8-19;

When the system receives security input from a user, the system checks the data

against a security database and grants the user access to data that the user is

authorized for.).

Claims 1-9 and 15-48 recite substantially similar subject matter to claims 10-14

above. Therefore, claims 1-9 and 15-48 are rejected on the same basis as claims 10-

14 above.

Additionally, with respect to newly added claims 26-48, Melchione discloses

reference tables and path relation tables, which are lookup tables, that generate keys

for informing the database engine which database tables to "lookup" for a given query

(col. 24, lines 36-43; col. 24, line 64-col. 25, line 18).

Conclusion

6.   Applicant's amendment necessitated the new ground(s) of rejection presented in

this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37

CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE

MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Tarae (formerly, C. Michelle Colon) whose telephone number is 571-272-6727. The examiner can normally be reached Monday – Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 571-272-6729.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

cmt
March 31, 2006

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